

Central Executive Committee Meeting

Monday | June 20, 2022 | 5.00 PM – 7.00 PM

Attendees

CEC Members	Secretariat
1. Ali Ihsan	6. M. Zohaib Khan Hira Zainab
2. Ammara Masood	7. Salman Dar
3. Barkan Saeed	8. Dr. Shoab A. Khan
4. Bilal Hashmat	9. Waqas Khan Pitafi
5. Khuram Rahat	10. Badar Khushnood (Chairman)

Agenda

- Policy Updates
- 92Disrupt
- Update on the tax notice
- Overall Committees Status Update
- Industry-led Boot Camps Update
- Secretariat Updates
- Delegations: London Tech Week & Collision Canada
- APICTA Update
- Other Updates

Policy Updates

Budget Recommendations

Chairman and SG shared about the pre-budget meeting with the Government at the PM house. It was an open discussion that provided an opportunity for all stakeholders to put their stances. P@SHA is coordinating with MoITT and PSEB to raise awareness and share budget recommendations impacting the IT industry.

Sales Tax

- Sales tax has been reduced to 3% (without adjustment) as announced by the IT minister
- It was discussed that a letter will be shared with the minister to share the industry's reservations about the imposed federal sales tax

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Budget PR and Campaign

Chairman shared the case for policy consistency with CEC members. CEC members discussed industry demands. It was discussed that data and case studies can be used to strengthen our stance to show how IT industry-friendly policies have facilitated and contributed to the economy as well. Similarly, the tax exemption issue needs to be voiced consistently. A comparison with other countries can help in strengthening our narrative. It was finalized with CEC to present a stronger front on the demands and budget draft, and issue a PR.

It was also discussed that **data dissemination to media and other departments** will be also shared with CEC as well.

STZA

- SG shared that STZA Survey results were shared and discussed with the STZ Committee. She shared that STZ Committee Chair Bilal has shared that he is working on a position paper that'll be presented to CEC and members.
- Bilal Hashmat shared that he has put together a model, and will be sharing it with everyone.
- He also shared that he has sent feedback on STZA rules. SG requested the feedback and response to be shared with her as well.

Other initiatives

- Tax Breakdown Analysis for IT Industry Report: SG shared that the report is finalized from the Secretariat side. However, since tax rates are expected to be changed in July, it was discussed to be kept on hold for now and should be shared once tax rates are finalized and shared.

92Disrupt

- Chairman shared that the branding and pictures used for '92 Disrupt' were of '021 Disrupt' (brand of Nest I/O). It raised the issue of copyright laws and misleading narratives used to build 92Disrupt. He discussed the concern with CEC members.
- CEC discussed copyright infringements. It was also highlighted that it's the second time that issues are not disclosed.
- Different CEC shared their thoughts on the topic. All CEC members agreed in principle that it is not ethical practice.
- Below way forward was discussed:
 - Chairman will write an official letter on the misrepresentation.
 - P@SHA will register 021Disrupt before issuing a letter. It should avoid the confusion and misleading information of associating 92Disrupt with 021Disrupt. SG asked one CEC member to be nominated and take lead on this. Chairman nominated Chair Brand Committee Zohaib Khan for this.
 - Public notice to be issued for someone else to conduct a 021Disrupt event so that the brand name is maintained and used. It was discussed to be done by the end of the year.

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Secretariat Updates

Financial Status

- SG gave an update that P@SHA's Secretariat has managed to attain financial stability (April 2021 – March 2022)
- The set revenue target was: PKR 25 million however the achieved revenue was over PKR 57 million.

Financial Status

- Secretariat is currently managing over 30 projects. SG gave an overview of different projects:
 - TechLift – high effort
 - 8 Reports – 2 launched, 3 in the pipeline, 3 in planning
 - P@SHA ICT Awards 2022
- June High-Level Tasks Overview
 - Renewal, Community Policy, Election Schedule
 - TOT sessions – batch 1, advance cohort launch
 - Tax Analysis Report
 - P@SHA ICT Awards Application & Sponsorship Proposal
 - Salary Guide 2022
 - Regional Chapter Announcements
 - Office decision
 - Team evaluation meetings

Membership April 2022 – March 2023

- Crossed 400 active members in 2 months – with a 100% PDF retrieval rate
- Membership Benefits PDF and yearly highlights were shared with members
- P@SHA Decoded Social Media Campaign was launched to promote the benefits of P@SHA membership
- Partnership Pack with exclusive discounts for members will be launched later this year

CXO Meet-ups

- Suggested dates for events
 - Karachi – June 24, Islamabad – June 30, Lahore – June 8

TechLift Bootcamp Update

- A contract with AOP and PSEB has been signed. The contracts with consortium partners are in progress
- The first deliverable of 16 documents was submitted
- Website and social media handles have been launched and managed by P@SHA Secretariat (L&D department)
- Board Meetings, meetings with project managers, and curriculum working groups are taking place weekly

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- A pilot, advanced cohort of 500 students has already been launched. The expected dates for upcoming cycles were shared with CEC members

Industry-led Boot Camps: Curriculum Standardization Overview

- The industry-led curriculum is being developed for the first-ever time! P@SHA is leading and helping in developing industry-driven curriculum outlines, competency maps, learning outcomes and content curation from the curriculum working groups, standardized lesson plans, and final review of content by the leads from AOP companies.
- Currently, TOT sessions are being planned and conducted across KLI.

P@SHA is leading efforts in standardization of curriculum, training of trainers, monitoring and evaluation, partnerships, industry placement, and dispute resolution as a Strategic Partner. However, P@SHA will reduce its involvement in project management.

Knowledge Production Efforts

- P@SHA Budget Recommendations and Policy Comparative Analysis for IT and ITeS industry are launched in June 2022
- Tax Analysis for the IT/ITeS industry is in the design phase (June 2022)
- Skill Gap Analysis Report is in a queue for design (July 2022)
- Salary Survey Quick Benchmarking Guide 2022 is in the execution stage (July 2022)

Other Reports – in planning

- Sub-sector Landscape Report (Animation and Games)
- Skill Requirement Analysis 2022
- D&I Landscape Report

P@SHA ICT Awards

- The tentative date will be in October and will be in Lahore this year.
- Currently, phase 1 activities are in-process covering website revamping, application forms, sponsorship discussions, etc.

APCITA 2022

- Pakistan finalized to be the host economy for APICTA 2022
- PSEB has given budget approval. Once, we have received approval a meeting with APICTA EXCO will be scheduled in August.

P@SHA Visa Facilitation Service

- P@SHA has launched a new service for P@SHA member companies. We are offering USD 250/visa with a 50% discount for P@SHA members
- However, it will require coordination with Chambers, MoC, MoI, etc.

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P@SHA Office

- SG shared that currently, P@SHA uses office space in Daftarkhwan
- She shared that Daftarkhwan isn't feasible with the growing team. She also shared the need of having office space in Islamabad and Karachi. She shared that the secretariat has visited more than 20 office spaces. She shared a budget breakdown for offices across KLI, with a dedicated/shared office in Islamabad and co-working spaces in Karachi and Lahore.

Approval: PKR 508,552 as a monthly expense for rent (for Islamabad, Karachi, and Lahore) with PKR 6,102,621 million yearly costs. CEC approved having the P@SHA office in Islamabad as well as the amount but asked to have the P@SHA office in Islamabad at a central location.

	OPEX	Location	Type
Islamabad	440,752	Gulberg Greens – Picadilly	Rented Office
Karachi	45,200	Kickstart or Co-Space Shahrah-e-Faisal	Co-working
Lahore	22,600	DK	Co-working
Monthly Expense	508,552	<i>Similar to Nest I/O rent</i>	
Yearly Expense	6,102,621		

P@SHA Investment Plan

- SG shared the investment plan. CEC suggested verifying if the investment plan is aligned with Islamic laws.

Hiring Updates

- Manager Events has been shortlisted and will be joining from July. Interviews for designers are currently in progress. Secretariat is planning to hire interns for various projects such as P@SHA ICT Awards, TechLift, and design/marketing.

Committee Progress

Brand Pakistan

- Subsidy of USD 40,000 given to P@SHA Members.
- Successful execution of London Technology Week (June 13-17) and Collusion Canada (June 20 – 23)
- Approval for the hiring of a PR Agency was proposed by finalizing a company on a short-term basis (pilot engagement of 1-3 months) first and later finalizing the strategic role and SOW for a PR agency

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Animation, Games, and Graphics

- AGG Meetups have been conducted in Lahore and Islamabad
- AGG Subsector Landscape Report's sponsorship proposal has been put together.

Diversity & Inclusion

- Meetings with various entities for initiating D&I Initiatives are currently in-progress. It will help in establishing the D&I pillar in P@SHA
- Launch of P@SHA ProWomen Community
- Diversity and Inclusion Landscape Report – in-progress

Conclusion: Proposed date for the next meeting is July 19, 2022